PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Peter Henriques DATE: February 18, 1992

FROM: Alejandro Lopez

SUBJECT: Capsule Summary of B&H Kings Copy Test

B&H f.b

This is to follow up our conversation of a couple of weeks ago. We summarized results from the B&H Kings copy test on:

- Communication of taste/flavor
- Communication of newness
- Meaning of "Special Kings" and "pocket pack"

Please let me know your comments.

cc: D. Beran 12/16
S. LeVan
W. Smith

2070512011

Source: https://www.industrydocuments.ucsf.edu/docs/rqmm0004